



STATE OF MICHIGAN

RICK SNYDER  
GOVERNOR

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

KEVIN ELSSENHEIMER  
EXECUTIVE DIRECTOR

July 6, 2016

**Q/A for Advertising and Media Services RFP (#063516B0008530)**

1) Are sole proprietorship companies excluded from submitting a response to the proposal?

Yes. Exhibit A, Section I.C notes that sole proprietors are not eligible to apply.

2) What exactly are you asking? I would need more specifics about budget, time, goals to meet. What are your objectives please outline them.

The specific objectives and goals are presented in the full RFP document, in particular the Scope of Work, Section IV (page 1-4).

Exhibit C, Section II.E addresses budget. It is the responsibility of the Bidder to present their best-value proposal for consideration. The budget is one of the selection criteria, as outlined in Exhibit B, Section III.A.

As noted in the Scope of Work, Section III, a minimum contract term of one year, up to a three year maximum term, may result from this RFP.